

Claims

1 1. A process of securing a beverage container comprising the steps
2 of:

3 inserting the beverage container into a cup holder comprising a shell
4 having an inner wall defining an internal bore and having an aperture therein;
5 an inflatable bladder adjacent to the aperture, said bladder extending through
6 the aperture into the bore upon pressurization; and an inflation device for
7 pressurizing said bladder located within said shell, and inflating said bladder
8 into proximity to said beverage container.

1 2. The process of claim 1 further comprising bleeding pressurizing
2 median from said bladder upon reaching a preselected pressure.

1 3. The process of claim 1 wherein said bladder is inflated manually
2 with a bellows.

1 4. The process of claim 1 wherein said bladder is inflated with a
2 mechanical air compressor.

1 5. The process of claim 1 further comprising the step of placing a sheet
2 material intermediate between said bladder and beverage container.

1 6. The use of a pressure bladder to reduce the diameter of a cup holder.